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CURRENT SERIAL RECORDS

**CONSUMER PURCHASES OF**

**CITRUS**

• **Fruit**

• **Juices**

• **Drinks**

**AND OTHER PRODUCTS**

CPFJ-154

U. S. DEPARTMENT OF AGRICULTURE

Economic Research Service in Cooperation

with the Florida Citrus Commission

## PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections, and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the  
Market Research Corporation of America

August 1964



CONSUMER PURCHASES OF CITRUS FRUIT, JUICES,  
DRINKS, AND OTHER PRODUCTS  
May 1964

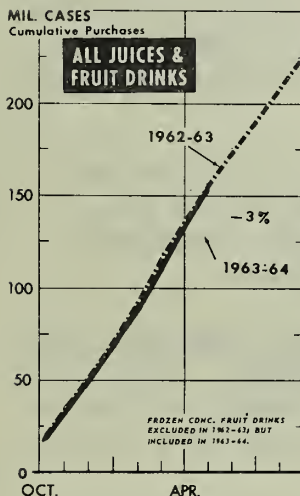
By Clive E. Johnson  
Marketing Economics Division  
Economic Research Service

Data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

### HIGHLIGHTS

Consumer purchases of frozen concentrated and canned single-strength juices, chilled orange juice, and frozen concentrated and canned single-strength fruit drinks in May 1964 were up 3 percent -- 659,000 cases equivalent single-strength -- from the same month of 1963. Prices paid held at 4.7 cents per 6-ounce serving and consumer outlay also was up 3 percent.

Purchases of fruit drinks rose 24 percent (2 million cases) over last May in contrast to a decline of 10 percent (1.4 million cases) in purchases of fruit juices. The distribution of the household market shifted from 61 percent juices and 39 percent fruit drinks in May 1963 to 54 percent juices and 46 percent drinks in May 1964:



### May Purchases--1,000's Cases

	1963	1964	Change
Frozen concentrated orange juice	4,021	4,233	+ 5 %
Other citrus juices	1,941	1,609	-17 %
Prune juice	700	734	+ 5 %
Other noncitrus juices	6,941	5,649	-19 %
Frozen concentrated fruit drinks	3,400	4,393	+29 %
Canned single-strength fruit drinks	5,169	6,213	+20 %
	<u>22,172</u>	<u>22,831</u>	<u>+ 3 %</u>

Fresh and processed orange and grapefruit supplies were below and prices above usual levels because of continuing effects of the freeze of December 1962. Frozen concentrated orange juice purchases were up 5 percent from a year earlier as prices dropped 7 percent to a 13-month low. On the other hand, a rise of 6 percent in price of chilled orange juice was met with an increase of 7 percent in purchases. Use of canned orange and grapefruit juices were down sharply; expenditures also declined despite near-record high prices.

Purchases and expenditures for prune juice were record-high for the month of May. Comparatively moderate advances in prices paid for other noncitrus canned and frozen concentrated juices were accompanied by sharp declines in purchases, and the strong market that developed for these products after the freeze declined to levels that prevailed prior to that time.

Purchases of frozen concentrated orange drink were up 20 percent from last May and other frozen concentrated drinks were up 31 percent. Further, purchases of canned single-strength fruit drinks surpassed all earlier amounts as number of buyers and size of purchase rose to new highs.

October-May cumulative purchases of canned fruit drinks were up 26 percent, and prune juice was up 14 percent from corresponding months of 1962-63. On the other hand, cumulative purchases of all other juices and drinks were down; declines ranged from 3 percent for noncitrus frozen concentrated juices to 40 percent for canned single-strength orange juice.

Retail sales and expenditures for chilled citrus salads and sections in May were well above levels of the preceding year. In contrast, consumers sharply curtailed their purchases of canned grapefruit sections.

Purchases of fresh oranges were much larger than last May, and expenditures were up despite lower prices. Sales of fresh grapefruit were down; prices were higher, but sales revenues, for the first time in 1963-64, were down from a year earlier.

#### FROZEN CONCENTRATED JUICES

##### FCOJ Prices Decline, but Fewer Families Buy

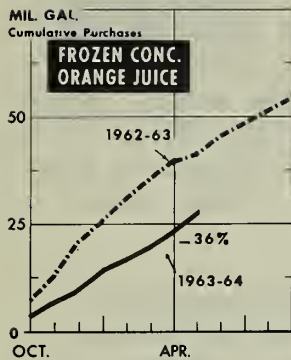
Lower prices, but fewer buyers characterized the household market for frozen concentrated orange juice in May 1964. Size of purchase was larger, however, and for the first time in 1963-64, retail movement was above the year-earlier mark. Nevertheless, consumer outlay was down from both the preceding and year-earlier month. <sup>1/</sup> (See tables 1, 1A, 15-18 and figures 7-9.) Supplies of the product in 1963-64,

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<sup>1/</sup> Monthly and cumulative purchases and expenditures for all products are for 4-week (28-day) periods to facilitate comparisons. Totals by seasons are for 48 weeks. Cases are the equivalent of 24 No. 2 cans ... 432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for usual unit of purchase shown in table 18. In computing purchases on a single-strength equivalent basis, frozen concentrated fruit juices and frozen concentrated orange drink were converted at 4 to 1; other frozen concentrated fruit drinks were converted at 4.7 to 1.



as in the preceding season, were well below those of recent years because of continuing effects of the December 1962 freeze.



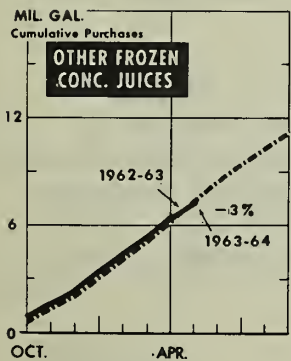
Prices paid for frozen concentrated orange juice averaged 25.7 cents per 6-ounce can, down 7 percent from last May and the lowest since that time. April prices averaged 27 cents.

May purchases, although off slightly from April, were up 5 percent -- 179,000 gallons -- from a year earlier. This gain resulted from an increase of 1/2 can in size of purchase, since the proportion of families buying (20.5 percent) was down 1.2 percentage points.

The average buyer spent \$1.68 for frozen orange juice in May, 6 percent less than in the preceding month and less than in most months since mid-1963. Total consumer outlay was off 7 percent from April and was down slightly from May 1963.

October-May cumulative purchases were off 36 percent -- 15.6 million gallons -- compared with the corresponding 8 months of 1962-63. (See figure in margin.) Cumulative expenditures were off 13 percent or \$23.7 million.

#### Use of Other Frozen Concentrated Juices Down

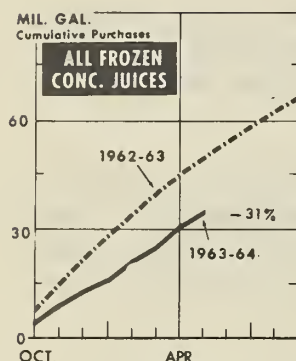


Consumer purchases and expenditures for all other frozen concentrated juices -- such as grape, grapefruit, pineapple, and citrus blends -- were smaller in May 1964 than in most months since the freeze. The volume of purchases dropped 25 percent from April and 31 percent from a year earlier to approach levels of the slower market that prevailed prior to the freeze. The market share fell from 6.5 to 4.3 percent -- the smallest in the year that comparable data are available. (See tables 8, 15, 17 and 18.)

Retail prices averaged 21.5 cents per 6-ounce can, 11 percent higher than a year earlier. Since this advance was accompanied by a substantial decline in purchases, consumer outlay was off 24 percent from last May.

October-May purchases were 3 percent or 206,000 gallons below corresponding months of 1962-63. (See figure in margin.) Nevertheless, because prices were higher, cumulative expenditures were up 10 percent.

## Slowdown in Purchases of Total Frozen Concentrated Juice Continues



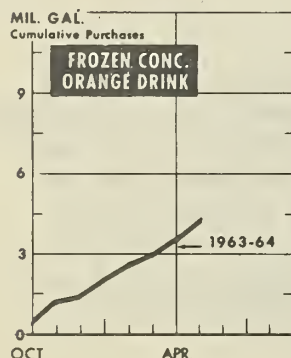
The total quantity of frozen concentrated juices bought by the Nation's families in May was off 4 percent -- 201,000 gallons -- from the same month of 1963 and off 31 percent from the 1959-61 average for the month. This resulted in a decline in share of market from 25 to 23 percent. Canned single-strength juices, in comparison lost 6 points while the fruit drinks gained 8. (See tables 15, 17, 18 and figures 7 and 9.)

Prices paid for frozen concentrated juices were down slightly from a year earlier to 24.9 cents per 6-ounce can, the lowest recorded for about a year. Inasmuch as purchases also declined, consumer outlay was off 6 percent from May 1963.

October-May cumulative purchases were off 31 percent -- 15.8 million gallons -- from the same period of 1952-63. Cumulative expenditures were off 10 percent.

## FROZEN CONCENTRATED FRUIT DRINKS

### Frozen Orange Drink Prices Down But Purchases Hold at April Level



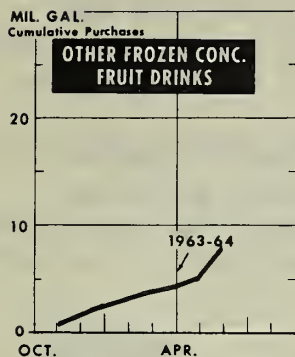
Frozen concentrated orange drink purchases were about the same as in April, despite a drop in price of a cent a can to an 8-month low. Nonetheless, purchases were up compared with a year earlier and the share of the household market rose from 2.8 to 3.3 percent. (See tables 7, 14-18 and figures 7-9; note that data for April have been revised.)

The volume of purchases was up 20 percent -- 104,000 gallons -- from last May as a result of an increase in number of buyers to 5 percent of the Nation's families and in size of purchase to 4.8 cans. Retail prices averaged 16.5 cents per 6-ounce can, the same as last May; hence, consumer expenditures also were 20 percent larger than a year earlier.

### Use of Other Frozen Fruit Drinks Up Substantially

The quantity of all other frozen concentrated fruit drinks bought for home use in May (2.6 million gallons) was 3 times the April volume and a third larger than a year earlier. (See tables 7, 14-18 and figures 7-9.)



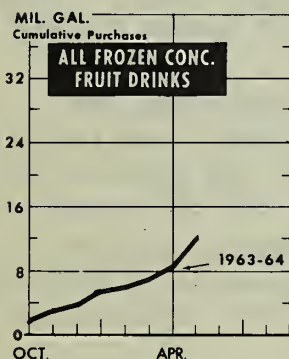


This group of products accounted for 16 percent of all fruit juices and drinks bought in May, an increase of 10 points in share of market over April and 4 points over a year earlier.

Size of purchase averaged 6.7 cans among the 14.5 percent of families that bought. Both components of retail sales were well above April; comparable data are not available for a year earlier.

Consumers paid an average of 11.2 cents for a 6-ounce can of these frozen drinks, the lowest in the year that data are available. Nonetheless, consumer outlay in May was up 25 percent from a year earlier.

### Frozen Fruit Drinks Command Larger Share of Market



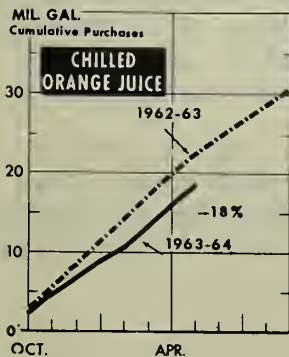
The total quantity of frozen concentrated fruit drinks bought by household consumers in May 1964 was larger by 29 percent -- 728,000 gallons -- than in the same month of 1963. Purchases were double the April volume, a substantially larger April-May gain than occurred a year earlier. The increase in volume was equivalent to that reported for canned single-strength fruit drinks. (See tables 7, 14-18 and figures 7-9.)

The market share accounted for by frozen concentrated fruit drinks rose from 15 percent in May 1963 to 19 percent in May 1964. In comparison, the share for canned single-strength fruit drinks increased from 23 to 27 percent.

Prices paid for frozen concentrated fruit drinks were down moderately from a year earlier to 12.2 cents per 6-ounce can or 2.7 cents per 6-ounce serving. Even so, consumer outlay was 23 percent larger than last May.

### SINGLE-STRENGTH JUICES

#### Chilled Orange Juice Has Stronger Market



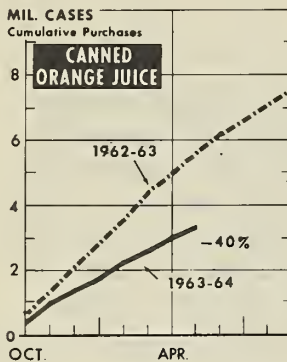
Purchases of chilled orange juice in May, for the second month in succession, were above year-earlier levels. Prices also were higher, and consumer expenditures were close to the largest recorded in this 8-year series. (See tables 2, 15-18 and figures 7-9.)

The volume of purchases was up 7 percent -- 172,000 gallons -- from last May with most of the gain attributed to an increase in size of purchase. The proportion of families buying (5.6 percent) held about the same.

Consumers paid an average of 47.4 cents for a quart of chilled orange juice, or 6 percent more than last May. Since they also bought in larger volume, expenditures per buying family (\$1.53) were up 9 percent, and total consumer outlay was up 13 percent.

October-May cumulative purchases were down 18 percent -- 4 million gallons -- from the corresponding period of 1962-63. (See figure in margin.) However, because prices were higher, cumulative expenditures were within 2 percent of the year-earlier amount.

### Sales of Canned Orange Juice Slow



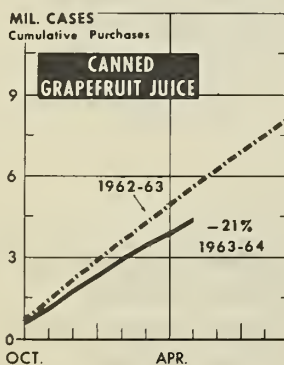
Consumer purchases and expenditures for canned single-strength orange juice in May were practically the smallest recorded in this 15-year series. (See tables 3, 15-18 and figures 7-9.) These declines were associated with short supplies: production in 1963-64 was down a third from a year earlier and the smallest in 20 years.

Retail sales were off 40 percent -- 246,000 cases -- from a year earlier and the products' share of market dropped from 2.8 to 1.6 percent.

Prices paid averaged 57.5 cents per 46-ounce can, 24 percent higher than a year earlier. Although the typical buyer spent about as much (92 cents) for the juice as he did last May, total consumer outlay was off 26 percent.

Cumulative purchases through May were down 40 percent -- 2.3 million cases -- from corresponding months of 1962-63. (See figure in margin.) Further, cumulative expenditures were down 17 percent.

### Grapefruit Juice Purchases Off 22 Percent



Retail movement of canned single-strength grapefruit juice was down sharply from May 1963, and its share of market dropped from 3.3 to 2.1 percent. Prices were near record-high, but because of the decline in purchases, expenditures were down. (See tables 4, 15-18 and figures 7-9.) The loss in sales and rise in prices were associated with the lowest production since the 1930's.

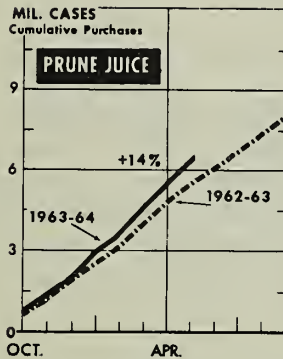
The proportion of families that bought in May (4.2 percent) and the size of purchase (1.9 cans) were both unusually small. This brought about declines of 22 percent in retail sales compared with a year earlier and 38 percent compared with the 1957-61 average for the month.

Retail prices at 42.5 cents per 46-ounce can were about the same as April's peak and were 16 percent higher than last May. The typical buyer spent 82 cents for grapefruit juice or 5 percent more than a year earlier. Nevertheless, total consumer outlay was down 9 percent.



October-May purchases were 21 percent -- 1.2 million cases -- below the same months of 1962-63. On the other hand, cumulative expenditures surpassed those of corresponding periods in each of the preceding 5 years.

### Prune Juice Has Growing Market



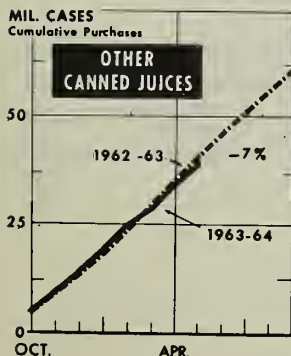
Purchases and expenditures for prune juice, although down contraseasonally from April, were still the largest recorded for May in this 15-year series. Of reported juices, this is the only one that has been bought consistently in larger volume than in 1962-63. (See tables 5, 14-18 and figures 7-9.)

May purchases were up 5 percent -- 34,000 cases -- from a year earlier to continue the upturn that has characterized the prune juice market in 1963-64. Further, October-May cumulative purchases were 14 percent -- 748,000 cases -- above corresponding months of 1962-63 and the largest recorded for this 8-month period.

The gain in retail sales over last May was a result of a larger size of purchase. The number of buyers, down seasonally from April to 7.4 percent of the Nation's families, was the same as a year earlier.

Prices paid, at 41.1 cents per quart, and expenditures per buying family, at 97 cents, were about the same as last May. However, total consumer expenditures in May, as well as October-May cumulative expenditures, rose to new highs.

### Consumers Curb Use of Other Canned Juices



Purchases of other canned juices -- such as grape, pineapple, tomato, tangerine, and citrus blends -- continued to decline from the usually strong market that developed in 1962-63. This occurred despite the fact that these products remained less expensive than competing juices. The share of market for other juices, which was down to 20 percent from 25 percent last May, was virtually the smallest recorded in the year that comparable data are available. (See tables 8, 15-18 and figures 8 and 9.)

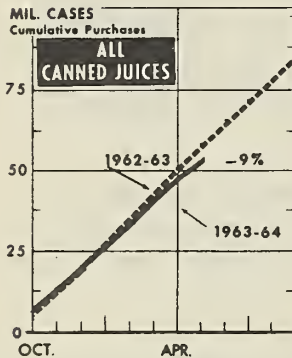
Purchases were off 15 percent -- 842,000 cases -- from last May to the level of 2 years earlier when supplies of citrus were more plentiful. Size of purchase averaged 2.3 cans among the 34 percent of families that bought; corresponding data are not available for a year earlier.



Retail prices were up moderately to 32.9 cents per 46-ounce can, or to 4.3 cents per 6-ounce serving. In comparison, competing juices cost 5.4 to 8.9 cents per serving. Since advances in price have been relatively small, consumer expenditures in May were down for the fourth month in succession.

October-May cumulative purchases were off 7 percent -- 2.7 million cases -- from corresponding months of 1962-63; cumulative expenditures were down slightly.

### Waning Market Confronts Canned Juices



Retail sales of total canned single-strength juices were down to a 2-year low in May to merely match, rather than to exceed the sales of canned single-strength fruit drinks as heretofore. As a result, the canned juice market share dropped to 27 percent from 34 percent in May 1963. Consumer expenditures also were down despite higher prices. (See tables 10, 15-18 and figures 7-9.)

Purchases were off 16 percent -- 1.2 million cases -- from the unusually strong market that appeared after the freeze and were down 7 percent from 2 years earlier. This was a continuation of the slowdown that developed in recent months, and October-May cumulative purchases were off 9 percent -- 5.4 million cases -- from a year earlier and were slightly below the 1957-61 average for this 8-month period.

Only 40 percent of the Nation's families bought canned juices in May compared with 45 percent a year earlier. Moreover, the size of purchase also declined. Both components of retail sales were well below usual levels for this time of year.

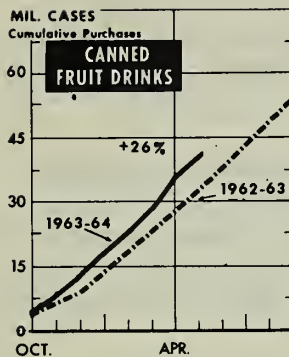
Prices paid for canned juices were up 10 percent to 38.2 cents per 46-ounce can. Nevertheless, because purchases declined, consumer expenditures were down 8 percent from last May. October-May cumulative expenditures were down to the 1962-63 level.

### CANNED SINGLE-STRENGTH FRUIT DRINKS

#### Canned Fruit Drink Purchases Equal Canned Juices

Consumer purchases and expenditures for canned single-strength fruit drinks rose to new peaks in May to continue the upturn that has been in progress since these products

were first reported in 1959. And in May, for the first time, canned fruit drinks were bought in the same volume as canned juices. (See tables 11, 14-18 and figures 7-9.)



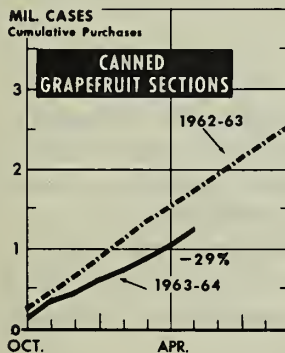
Purchases of canned fruit drinks were 20 percent -- 1 million cases -- larger than the year earlier volume, and the share of market climbed from 23 to 27 percent to match the share held by canned juices. October-May cumulative purchases were up 26 percent -- 8.4 million cases -- from corresponding months of 1962-63.

Retail prices averaged 31.7 cents per 46-ounce can, about the same as in the preceding 4 years. Except for frozen concentrated fruit drinks, these were the least expensive products reported.

The typical buyer spent \$1.14 for canned fruit drinks or 11 percent more than last May. Moreover, total consumer outlay was up 23 percent reflecting the larger number of buyers. October-May cumulative expenditures increased 30 percent -- \$28.7 million -- over the same period of 1962-63.

#### CITRUS SALADS AND SECTIONS

##### Retail Movement of Canned Grapefruit Sections Slow



Purchases of canned grapefruit sections in May were the smallest recorded for the month in the 8 years these data have been available. Prices were high, however, and consumer outlay continued above prefreeze levels. The decline in purchases was associated with the smaller than usual production of the product. (See tables 16-18 and figures 6-9.)

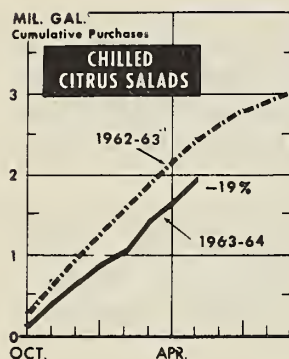
Purchases were off 21 percent from last May, reflecting a loss in number of buyers from 3.9 to 3.4 percent of the Nation's families, along with a decrease in size of purchase.

Retail movement has been slow throughout 1963-64 and October-May cumulative purchases were off 29 percent -- 513,000 cases -- from corresponding months of 1962-63, and were off still more from the 1957-61 average.

Prices paid for canned grapefruit sections were up 18 percent from a year earlier to 28.1 cents per No. 303 can. Nevertheless, because sales dropped, consumer expenditures were down 7 percent, and October-May cumulative expenditures were down 11 percent from corresponding periods of 1962-63.



## Use of Chilled Citrus Salads Up Sharply



Purchases of chilled citrus salads and sections in May were above the year earlier level for the first time in the 1963-64 reporting year. And although prices were slightly lower, consumer expenditures climbed to a new high. (See tables 9, and 16-18.)

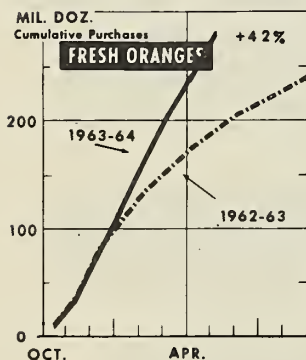
May purchases were 31 percent -- 80,000 gallons -- above the year-earlier level and except for November 1962 were the largest in the 2 years that these data have been available. The gain reflected an increase in number of buyers from 1.4 to 2.1 percent of the Nation's families, tempered by a smaller size of purchase.

Retail prices were down 3 percent to 74.6 cents per quart. However, because of the increase in purchases, consumer expenditures rose 27 percent to reach a new peak.

October-May cumulative purchases were off 19 percent -- 465,000 gallons -- and cumulative expenditures were off 11 percent from the corresponding period of 1962-63.

## FRESH ORANGES AND GRAPEFRUIT

### Oranges Have Strong Market



Retail sales of fresh oranges continued high in May. And despite lower prices, consumer expenditures were sharply above the year-earlier amount. (See tables 12, 16-18 and figures 7-9.)

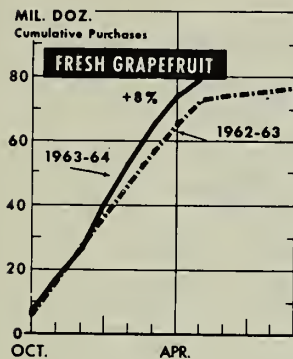
The proportion of families that bought oranges in May (28 percent) as well as the size of purchase (22 oranges) were substantially larger than a year earlier. As a result, May purchases were up 73 percent (12.2 million dozen) from the same month of 1963. This was a continuation of the relatively heavy movement begun earlier in the year, and October-May cumulative purchases were 42 percent (78.5 million dozen) above the corresponding 8 months of 1962-63. (See figure in margin.)

An average of 58.3 cents was paid for a dozen oranges in May, 23 percent less than a year earlier. Hence, expenditures per buying family were down moderately to \$1.07 despite the increase in size of purchase.

Total consumer outlay in May surpassed the year-earlier amount by 34 percent as a result of the increase in number of buyers. Further, October-May cumulative expenditures were up 30 percent from the corresponding period of 1962-63.



## Expenditures for Grapefruit Down



Purchases of fresh grapefruit for home consumption in May were off sharply from the same month of 1963. Prices were high, but for the first time in 1963-64, consumer expenditures were down from a year earlier. (See tables 13, 16-18 and figures 7-9.)

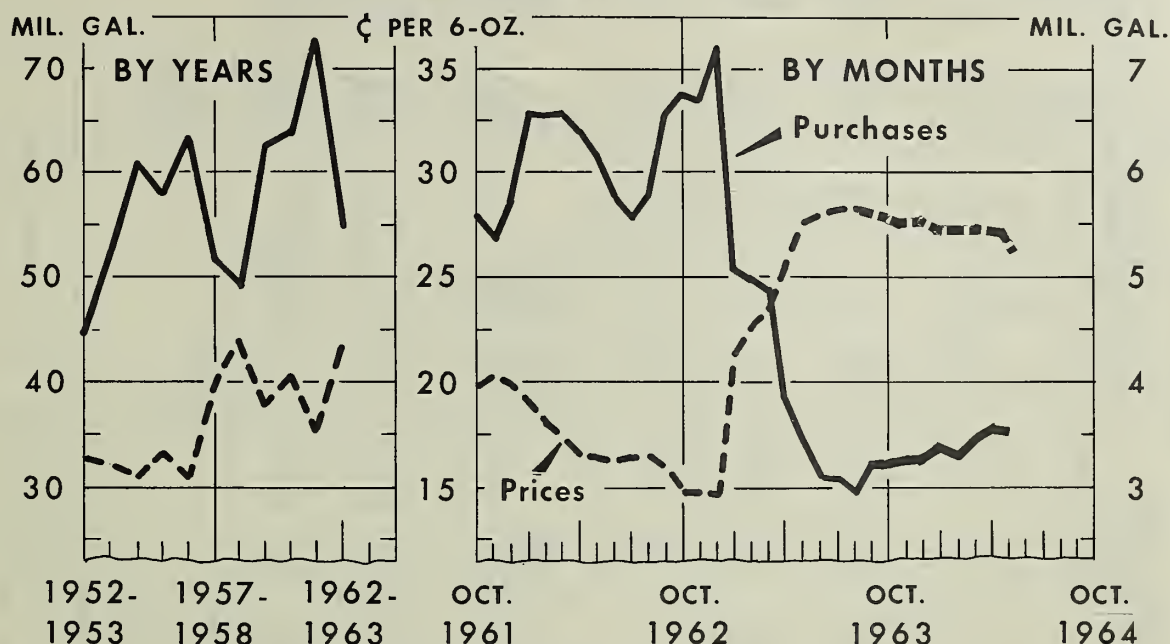
Less than 12 percent of the Nation's families bought grapefruit compared with 15 percent last May. The size of purchase also was smaller, and retail sales were down 27 percent or 1.6 million dozen from a year earlier.

A dozen grapefruit bought in retail food stores cost \$1.54 or 16 percent more than last May. Since this advance was small compared with the decline in purchases, consumer outlay was off 15 percent from last May. Expenditures were heavy in most months of 1963-64, however, and the October-May cumulative total was up 23 percent compared with corresponding months of 1962-63. Cumulative purchases were up only 8 percent. (See figure in margin.)



# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 2537

ECONOMIC RESEARCH SERVICE

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,111	6,719	3,238	31.5	20.5	50.0	36.4	19.7	15.9	27.7
Nov.	4,970	6,669	3,263	31.3	20.4	49.8	36.9	19.9	15.9	27.4
Dec.	4,996	7,215	3,240	32.7	20.3	51.5	36.4	19.6	15.7	27.8
Oct.-Dec.	15,077	20,603	9,741	---	---	---	---	---	---	---
Jan.	5,312	5,066	3,398	28.2	21.4	41.9	36.0	19.6	21.3	27.3
Feb.	5,207	4,983	3,283	28.5	20.4	40.7	36.4	19.6	22.6	27.4
Mar.	5,172	4,855	3,494	28.2	20.5	40.2	38.3	19.6	23.2	27.4
Jan.-Mar.	15,691	14,904	10,175	---	---	---	---	---	---	---
Apr.	5,147	3,801	3,649	23.2	20.7	38.1	39.5	19.3	25.4	27.0
May	4,941	3,393	3,572	21.7	20.5	36.3	39.3	19.3	27.5	25.7
June	4,740	3,069		19.2		37.1		19.5	27.8	
Apr.-June	14,828	10,263		---		---		---	---	
July	4,601	3,049		19.3		36.6		19.6	28.1	
Aug.	4,580	2,931		18.8		36.1		19.8	28.2	
Sept.	5,111	3,222		20.2		36.9		19.6	28.0	
July-Sept.	14,292	9,202		---		---		---	---	
Season	59,888	54,972		---		---		19.6	21.7	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.



Table 1A.--FROZEN CONCENTRATED ORANGE JUICE IN FREEZE AND RECOVERY YEARS: Consumer purchases and expenditures, percentage of families buying, and average prices paid, October 1962 to date with comparisons 1/

Period 2/	Total purchases			Proportion of families buying			Purchases per buying family			Prices paid per 6-ounce can			Per buying family			Expenditures		
	1957- : 1962- : Change :			1957- : 1962- : Difference :			1957- : 1962- : Change :			1957- : 1962- : Change :			1957- : 1962- : Change :			1957- : 1962- : Change :		
	1958 :	1963 :	Pct. :	1958 :	Pct. :	Pct. :	1958 :	Oz. :	Oz. :	1958 :	Cents :	Pct. :	1958 :	Dol. :	Dol. :	1958 :	dols. :	dols. :
	1,000	1,000														1,000		
	gals.	gals.	Pct.		Pct.	Pct.												
October	5,851	6,719	+14.8	30.9	31.5	+ .6	49	50	49	15.2	15.9	+4.6	1.24	1.32	1.32	18,973	22,790	+20.1
November	5,770	6,669	+15.6	31.2	31.3	+ .1	46	50	46	15.4	15.9	+3.2	1.18	1.32	1.32	18,956	22,621	+19.3
December	5,288	7,215	+36.4	29.3	32.7	+3.4	45	52	45	15.9	15.7	-1.3	1.19	1.35	1.35	17,937	24,165	+34.7
January	4,626	5,066	+9.5	27.9	28.2	+ .3	42	42	42	18.9	21.3	+12.7	1.34	1.49	1.49	18,652	23,020	+23.4
February	4,423	4,983	+12.7	28.0	28.5	+ .5	41	41	41	20.3	22.6	+11.3	1.38	1.53	1.53	19,154	24,024	+25.4
March	4,360	4,855	+11.4	26.7	28.2	+1.5	41	40	41	21.2	23.2	+9.4	1.45	1.55	1.55	19,719	24,029	+21.9
April	3,992	3,801	-4.8	25.2	23.2	-2.0	40	38	40	22.2	25.4	+14.4	1.47	1.61	1.61	18,906	20,596	+8.9
May	3,915	3,393	-13.3	24.2	21.7	-2.5	42	36	42	22.5	27.5	+22.2	1.56	1.66	1.66	18,792	19,905	+5.9
June	3,320	3,069	-7.6	23.5	19.2	-4.3	35	37	35	23.9	27.8	+16.3	1.41	1.72	1.72	16,927	18,201	+7.5
July	3,284	3,049	-7.2	22.9	19.3	-3.6	36	37	36	24.2	28.1	+16.1	1.46	1.71	1.71	16,954	18,277	+7.8
August	3,267	2,931	-10.3	23.0	18.8	-4.2	36	36	36	24.6	28.2	+14.6	1.46	1.70	1.70	17,145	17,633	+2.8
September	3,490	3,222	-7.7	24.0	20.2	-3.8	36	37	36	24.7	28.0	+13.4	1.50	1.72	1.72	18,390	19,246	+4.7
Season 3/	51,586	54,972	+6.6	---	---	---	---	---	---	20.0	21.7	+8.5	---	---	---	220,505	254,507	+15.4
October	1958- : 1959 : 1963- : 1964 :	1958- : 1959 : 1963- : 1964 :	1958- : 1959 : 1963- : 1964 :	1958- : 1959 : 1963- : 1964 :	1958- : 1959 : 1963- : 1964 :	1958- : 1959 : 1963- : 1964 :	1958- : 1959 : 1963- : 1964 :	1958- : 1959 : 1963- : 1964 :	1958- : 1959 : 1963- : 1964 :	1958- : 1959 : 1963- : 1964 :	1958- : 1959 : 1963- : 1964 :	1958- : 1959 : 1963- : 1964 :	1958- : 1959 : 1963- : 1964 :	1958- : 1959 : 1963- : 1964 :	1958- : 1959 : 1963- : 1964 :	1958- : 1959 : 1963- : 1964 :	1958- : 1959 : 1963- : 1964 :	1958- : 1959 : 1963- : 1964 :
October	3,713	3,238	-13.5	24.4	20.5	-3.9	38	36	38	24.8	27.7	+11.7	1.58	1.68	1.68	19,803	19,134	-3.4
November	3,646	3,263	-10.5	24.1	20.4	-3.7	37	37	37	25.0	27.4	+9.6	1.56	1.69	1.69	19,445	19,073	-1.9
December	3,276	3,240	-1.1	22.4	20.3	-2.1	37	36	37	25.5	27.8	+9.0	1.58	1.69	1.69	17,821	19,215	+7.8
January	4,364	3,398	-22.1	25.8	21.4	-4.4	41	36	41	22.0	27.3	+24.1	1.51	1.64	1.64	20,481	19,790	-3.4
February	4,436	3,283	-26.0	26.2	20.4	-5.8	42	36	42	20.5	27.4	+33.7	1.42	1.66	1.66	19,400	19,190	-1.1
March	4,367	3,494	-20.0	26.1	20.5	-5.6	42	38	42	20.3	27.4	+35.0	1.42	1.75	1.75	18,912	20,423	+8.0
April	4,448	3,649	-18.0	25.8	20.7	-5.1	43	40	43	20.2	27.0	+33.7	1.45	1.78	1.78	19,168	21,018	+9.7
May	4,131	3,572	-13.5	24.8	20.5	-4.3	41	39	41	20.7	25.7	+24.2	1.42	1.68	1.68	18,242	19,584	+7.4
June	4,066			25.9			40		40	21.3			1.41			18,476		
July	4,018			24.5			40		40	22.0			1.46			18,858		
August	3,971			24.5			41		41	22.3			1.53			18,891		
September	4,509			26.9			42		42	22.1			1.55			21,258		
Season 3/	48,975			---			---		---	22.1			---			230,755		

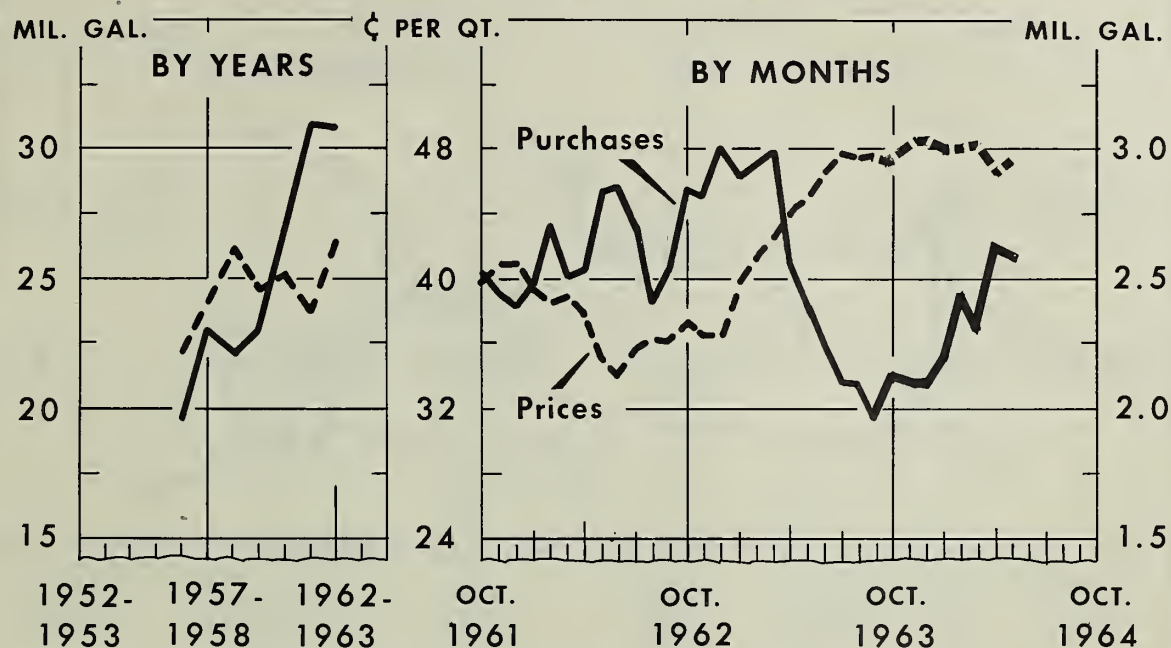
1/ Freezes occurred in December 1957 and December 1962. Tree and fruit losses in 1962 were the greatest for many years.

2/ Data are for 4-week periods to facilitate comparisons.

3/ 48-week periods.

# CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 2538

ECONOMIC RESEARCH SERVICE

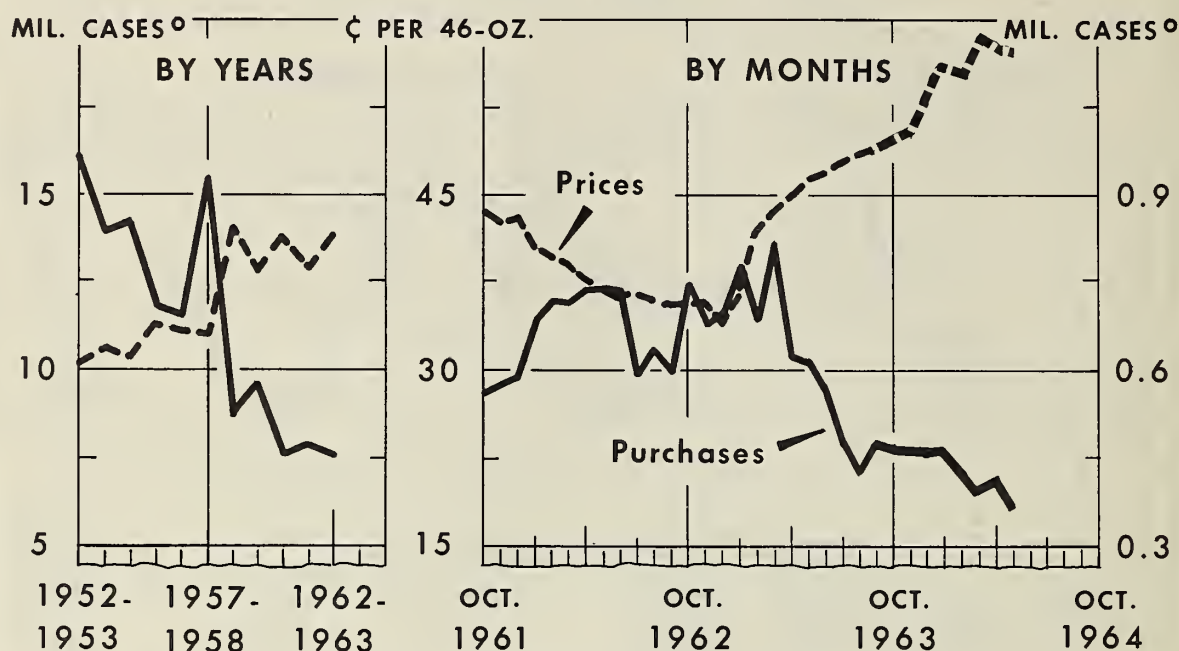
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,950	2,849	2,144	6.0	5.1	111.7	97.5	39.7	37.1	47.3
Nov.	2,017	2,811	2,074	6.2	4.7	106.7	102.4	40.2	36.4	48.5
Dec.	1,911	3,002	2,097	6.3	4.7	111.4	99.0	40.0	36.3	48.1
Oct.-Dec.	5,878	8,662	6,315	---	---	---	---	---	---	---
Jan.	2,098	2,884	2,197	6.4	5.4	105.4	91.9	39.1	39.8	47.9
Feb.	2,288	2,948	2,440	6.5	5.5	105.1	98.9	38.7	41.6	47.9
Mar.	2,267	2,997	2,276	6.4	5.2	109.3	98.7	39.6	42.4	48.1
Jan.-Mar.	6,653	8,829	6,913	---	---	---	---	---	---	---
Apr.	2,239	2,555	2,677	5.6	6.1	106.5	97.7	39.3	44.1	46.4
May	2,339	2,393	2,565	5.5	5.6	100.4	103.0	38.7	44.9	47.4
June	2,291	2,249	---	5.4	---	96.6	---	38.3	46.6	---
Apr.-June	6,869	7,197	---	---	---	---	---	---	---	---
July	2,064	2,099	---	5.1	---	94.2	---	39.1	47.7	---
Aug.	1,901	2,094	---	4.9	---	98.4	---	39.6	47.4	---
Sept.	1,974	1,951	---	4.6	---	98.8	---	39.6	47.5	---
July-Sept.	5,939	6,144	---	---	---	---	---	---	---	---
Season	25,339	30,832	---	---	---	---	---	39.3	42.1	---

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

# CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

$\circ$  EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 2539 ECONOMIC RESEARCH SERVICE

Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

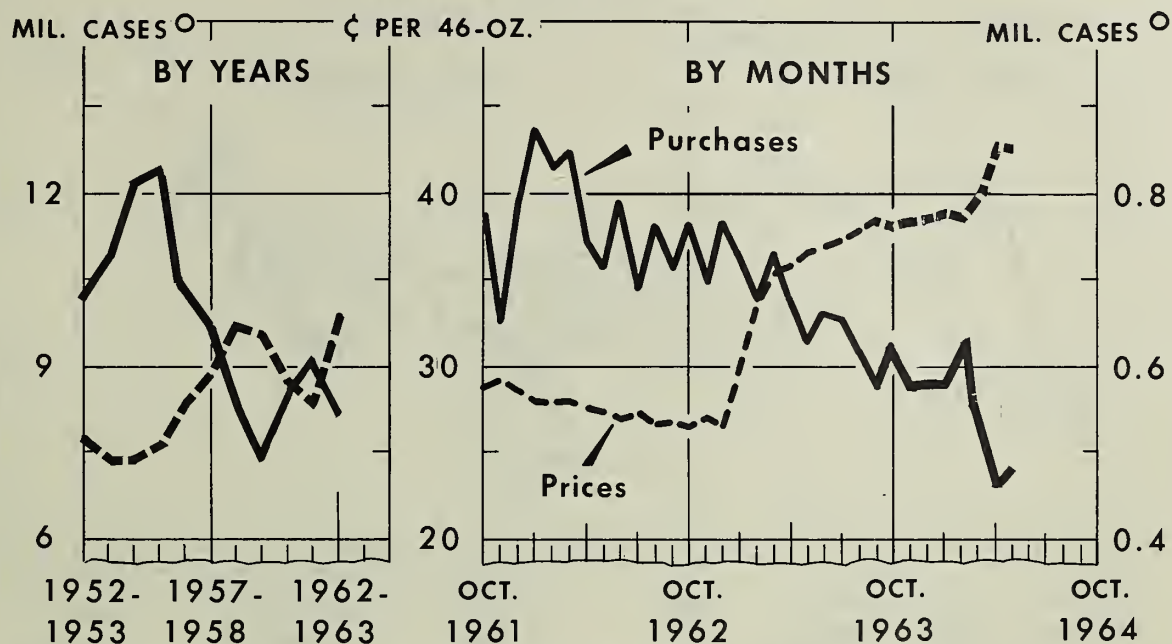
Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	852	749	455	6.3	4.5	94.3	78.5	37.8	35.5	50.2
Nov.	808	677	456	5.9	4.3	90.5	84.4	37.7	35.8	51.4
Dec.	754	699	450	6.0	4.4	92.3	79.3	38.1	34.0	53.7
Oct.-Dec.	2,414	2,125	1,361	---	---	---	---	---	---	---
Jan.	892	779	453	6.6	4.4	93.2	79.5	37.0	36.5	56.0
Feb.	909	680	415	6.7	4.3	80.3	77.0	37.5	41.8	55.4
Mar.	915	823	376	6.9	3.8	93.8	78.8	37.5	43.5	58.5
Jan.-Mar.	2,716	2,282	1,244	---	---	---	---	---	---	---
Apr.	881	618	401	5.7	4.2	84.6	77.1	37.8	44.9	57.7
May	838	611	365	5.3	3.8	90.4	73.5	37.9	46.4	57.5
June	806	564		5.1		86.4		37.7	46.8	
Apr.-June	2,525	1,793		---		---		---	---	
July	764	467		4.7		77.1		38.5	47.7	
Aug.	708	421		4.2		78.9		39.0	48.5	
Sept.	709	474		4.6		80.7		39.9	48.9	
July-Sept.	2,181	1,362		---		---		---	---	
Season	9,836	7,562		---		---		38.0	41.7	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.



# CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.  $\circ$  EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 2540

ECONOMIC RESEARCH SERVICE

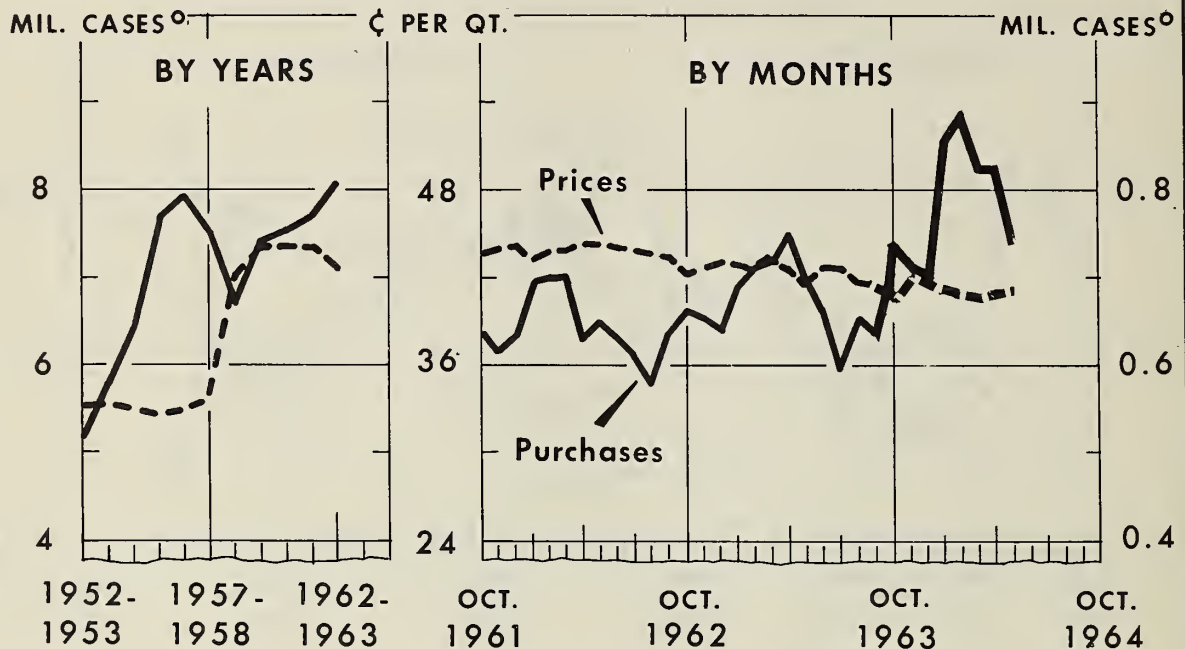
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	Average : 1957-61	1962-1963	1963-1964
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	772	765	620	5.8	4.9	104.4	97.2	30.3	26.6	37.9
Nov.	683	697	566	5.4	4.6	102.6	96.7	30.7	27.0	38.4
Dec.	643	765	576	5.4	4.7	111.0	95.1	30.4	26.4	38.3
Oct.-Dec.	2,098	2,227	1,762	---	---	---	---	---	---	---
Jan.	755	726	575	5.8	4.5	98.3	99.1	30.1	29.6	38.9
Feb.	715	674	636	5.7	4.8	93.0	99.6	30.4	33.5	38.5
Mar.	738	728	549	5.9	4.6	97.8	93.5	30.1	35.3	40.3
Jan.-Mar.	2,208	2,128	1,760	---	---	---	---	---	---	---
Apr.	793	668	461	5.2	4.0	99.9	89.4	29.1	35.7	42.8
May	781	621	484	5.0	4.2	97.8	88.8	28.9	36.5	42.5
June	714	659	---	5.4	---	95.6	---	29.2	36.7	---
Apr.-June	2,288	1,948	---	---	---	---	---	---	---	---
July	632	652	---	5.1	---	99.6	---	30.3	37.1	---
Aug.	683	606	---	4.5	---	103.8	---	29.9	37.7	---
Sept.	663	568	---	4.8	---	92.9	---	30.3	38.5	---
July-Sept.	1,978	1,826	---	---	---	---	---	---	---	---
Season	8,572	8,129	---	---	---	---	---	30.0	33.1	---

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans...432 ounces per case.

# PRUNE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 2541

ECONOMIC RESEARCH SERVICE

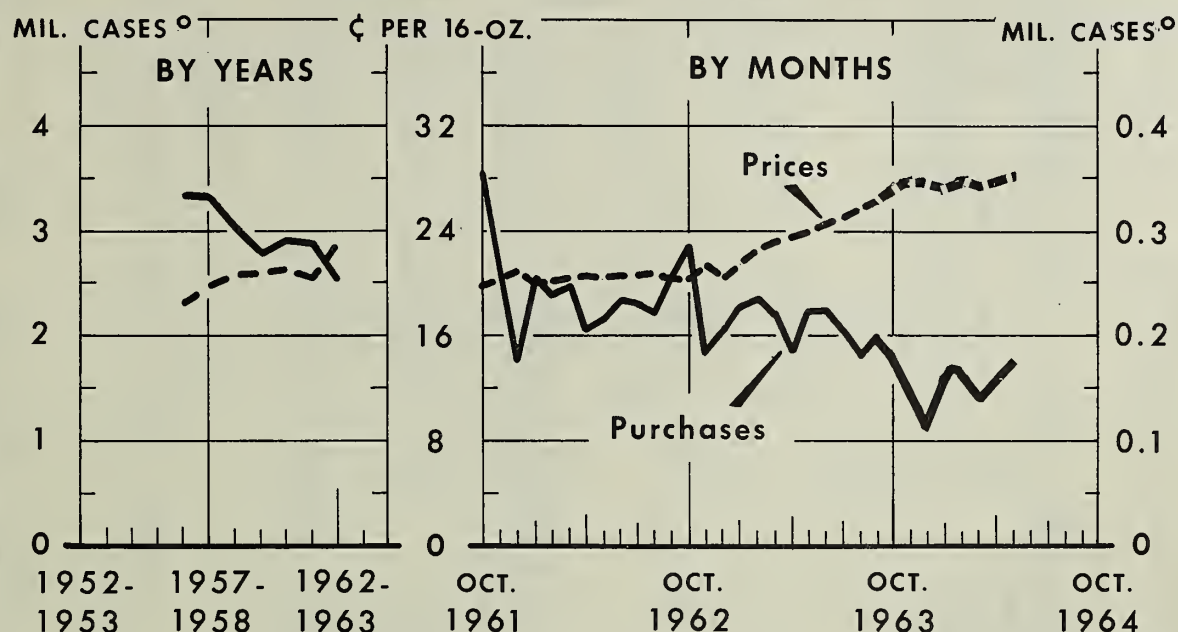
Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	660	731	6.9	7.3	75.6	77.6	39.9	42.1	40.8
Nov.	598	652	708	6.9	7.2	74.6	76.1	40.5	42.5	42.0
Dec.	599	636	706	6.3	7.3	79.7	74.5	40.8	42.8	41.6
Oct.-Dec.	1,829	1,948	2,145	---	---	---	---	---	---	---
Jan.	652	693	856	7.1	8.4	76.8	78.3	40.9	42.7	40.7
Feb.	653	716	888	7.7	8.7	73.6	78.9	41.4	42.4	40.5
Mar.	654	719	824	7.8	8.6	72.6	73.5	41.5	43.2	40.5
Jan.-Mar.	1,959	2,128	2,568	---	---	---	---	---	---	---
Apr.	602	749	826	8.1	8.0	72.8	78.1	41.7	42.3	40.8
May	607	700	734	7.4	7.4	74.1	75.8	41.8	41.2	41.1
June	600	659		7.1		72.3		41.7	42.4	
Apr.-June	1,809	2,108		---		---		---	---	
July	571	594		6.3		73.1		41.7	42.3	
Aug.	569	651		6.8		74.3		41.6	41.6	
Sept.	602	632		6.6		74.5		41.7	41.4	
July-Sept.	1,742	1,877		---		---		---	---	
Season	7,339	8,061		---		---		41.3	42.2	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

# CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.  $\circ$  EQUIVALENT 24 NO. 2'S 480 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 2542

ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per No. 303 can		
	Average : 1957-61	1962- : 1963- : 1964	1962- : 1963- : 1964	1962- : 1963- : 1964	1962- : 1963- : 1964	1962- : 1963- : 1964	1962- : 1963- : 1964	Average : 1957-61	1962- : 1963- : 1964	1962- : 1963- : 1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	285	183	4.5	3.2	55.0	49.4	20.0	20.1	27.0
Nov.	249	182	143	3.3	2.9	49.0	43.0	20.3	21.2	27.8
Dec.	192	201	111	3.3	2.4	54.1	39.8	20.5	20.3	27.6
Oct.-Dec.	752	668	437	---	---	---	---	---	---	---
Jan.	245	228	164	3.8	3.1	52.4	45.8	20.2	21.3	26.9
Feb.	239	233	159	3.8	2.7	53.0	49.7	20.2	22.5	27.6
Mar.	225	219	142	3.9	2.9	48.4	41.4	20.4	22.9	27.5
Jan.-Mar.	709	680	465	---	---	---	---	---	---	---
Apr.	227	182	162	3.4	3.1	47.1	44.2	20.3	23.3	27.9
May	233	223	176	3.9	3.4	49.2	44.3	20.4	23.8	28.1
June	255	223	---	3.9	---	50.7	---	20.5	24.5	---
Apr.-June	715	628	---	---	---	---	---	---	---	---
July	264	204	---	3.4	---	51.4	---	20.7	24.7	---
Aug.	253	179	---	3.1	---	50.7	---	20.4	25.6	---
Sept.	284	200	---	3.3	---	52.6	---	20.4	26.1	---
July-Sept.	801	583	---	---	---	---	---	---	---	---
Season	2,977	2,559	---	---	---	---	---	20.4	22.9	---

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 480 ounces per case.



Table 7.--FROZEN CONCENTRATED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, April 1963 to date

[illegible]

11/ Data are for 28-day (4-week) periods to facilitate comparisons; hence, season includes only 48 weeks.

\*Revised.

Table 8.--OTHER FROZEN CONCENTRATED AND CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date

Period 1/	Other frozen concentrated juices 2/				Other canned single-strength juices 3/					
	Purchases		Prices paid per 6-ounce can		Purchases		Proportion of families buying	Purchases per buying family	Prices paid per 46-ounce can	
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1963-1964	1963-1964	1962-1963	1963-1964
	1,000 gals.	1,000 gals.	Cents	Cents	1,000 cases	1,000 cases	Percent	Ounces	Cents	Cents
Oct.	675	932	18.2	20.7	4,391	5,041	34.3	114.1	29.8	30.6
Nov.	643	853	18.2	21.2	4,535	4,619	34.1	103.6	29.9	31.5
Dec.	676	725	17.9	21.4	4,247	4,705	35.2	102.8	30.3	31.8
Oct.-Dec.	1,994	2,510			13,173	14,365				
Jan.	1,027	981	18.2	21.3	5,340	5,106	36.8	107.4	29.8	32.0
Feb.	1,082	1,007	19.0	21.0	5,867	5,140	36.3	108.2	29.8	31.8
Mar.	1,106	944	19.1	21.6	6,242	4,982	36.6	105.2	30.0	31.9
Jan.-Mar.	3,215	2,932			17,449	15,228				
Apr.	1,161	1,102	19.2	21.1	5,605	4,759	34.9	104.8	30.5	33.1
May	1,208	828	19.4	21.5	5,510	4,668	34.4	103.8	30.2	32.9
June	975		20.3		5,171				30.8	
Apr.-June	3,344				16,286					
July	903		20.3		4,720				31.4	
Aug.	872		20.6		4,740				31.5	
Sept.	822		21.0		4,748				31.7	
July-Sept.	2,597				14,208					
Season	11,150		19.3		61,116				30.5	

Table 9.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 4/

Period 1/	Purchases		Proportion of families buying		Purchases per buying family		Prices paid per 32-ounce jar	
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964
	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	311	194	1.8	1.0	42.1	43.9	63.0	77.9
Nov.	394	256	2.0	1.3	47.0	47.4	61.6	68.9
Dec.	326	222	1.7	1.2	45.2	45.3	62.4	71.3
Oct.-Dec.	1,031	672						
Jan.	295	222	1.7	1.2	42.4	44.5	64.8	76.1
Feb.	298	251	1.6	1.2	45.4	49.6	70.2	75.8
Mar.	286	224	1.6	1.3	42.5	41.8	72.5	74.6
Jan.-Mar.	879	697						
Apr.	284	280	1.4	1.3	47.2	51.5	75.0	74.5
May	258	338	1.4	2.1	43.2	37.6	76.8	74.6
June	180		1.0		44.1		77.5	
Apr.-June	722							
July	144		0.9		37.2		80.7	
Aug.	134		0.7		44.9		82.6	
Sept.	119		0.6		45.5		82.5	
July-Sept.	397							
Season	3,029						70.2	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

2/ Includes citrus blends and concentrates other than orange. 3/ Includes citrus blends and canned juices other than orange, grapefruit, and prune. 4/ These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying estimates for chilled salads particularly should be used with caution.

Equivalent cases 24 No. 2 cans ... 432 ounces per case.



Table 10.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average	1962-	1963-	1962-	1963-	1962-	1963-	Average	1962-	1963-
	1957-61	1963	1964	1963	1964	1963	1964	1957-61	1963	1964
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,732	6,565	6,847	40.7	41.5	127	128.2	---	33.2	35.6
Nov.	6,495	6,561	6,349	42.1	41.3	123	117.8	---	33.3	36.8
Dec.	6,152	6,347	6,437	41.2	41.8	122	117.7	---	33.4	37.0
Oct.-Dec.	19,379	19,473	19,633	---	---	---	---	---	---	---
Jan.	6,931	7,538	6,990	45.5	44.2	130	122.0	---	33.4	37.4
Feb.	6,940	7,937	7,079	47.1	43.8	133	123.4	---	34.0	37.1
Mar.	7,015	8,512	6,731	47.9	43.9	140	118.4	---	34.5	37.3
Jan.-Mar.	20,886	23,987	20,800	---	---	---	---	---	---	---
Apr.	6,875	7,640	6,447	45.7	41.8	131	118.5	---	35.1	38.6
May	6,817	7,442	6,251	44.9	40.4	130	117.8	---	34.8	38.2
June	6,454	7,053		43.6		127		---	35.4	
Apr.-June	20,146	22,135		---		---		---	---	
July	6,013	6,433		41.7		120		---	35.9	
Aug.	5,892	6,418		40.3		124		---	36.1	
Sept.	5,995	6,422		39.7		126		---	36.3	
July-Sept.	17,900	19,273		---		---		---	---	
Season	78,311	84,868		---		---		---	34.6	

Table 11.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average	1962-	1963-	1962-	1963-	1962-	1963-	Average	1962-	1963-
	1959-61	1963	1964	1963	1964	1963	1964	1959-61	1963	1964
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,858	3,304	4,630	18.9	23.6	138	152.2	32.0	30.7	32.0
Nov.	2,577	2,905	3,990	17.5	21.9	131	143.2	32.8	31.7	32.2
Dec.	2,635	2,859	4,224	17.4	21.9	130	150.2	32.3	31.8	32.8
Oct.-Dec.	8,070	9,068	12,844	---	---	---	---	---	---	---
Jan.	3,235	4,176	5,094	22.2	25.0	148	156.0	31.8	30.4	32.1
Feb.	3,362	4,594	5,624	23.9	26.5	151	164.0	31.9	30.9	32.1
Mar.	3,408	4,703	5,471	25.5	26.5	145	160.3	31.7	30.9	32.1
Jan.-Mar.	10,005	13,473	16,189	---	---	---	---	---	---	---
Apr.	3,558	5,075	5,957	26.4	28.4	151	162.4	31.7	30.9	31.8
May	3,758	5,169	6,213	26.5	29.1	153	165.2	31.7	31.0	31.7
June	4,027	5,035		26.4		149		31.3	31.3	
Apr.-June	11,343	15,279		---		---		---	---	
July	4,007	5,600		28.0		156		30.8	31.1	
Aug.	3,486	5,241		26.2		156		31.1	31.5	
Sept.	3,233	4,509		23.5		150		31.5	32.1	
July-Sept.	10,726	15,350		---		---		---	---	
Season	40,144	53,170		---		---		31.7	31.2	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases No. 24 cans ... 432 ounces per case.



Table 12.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	22,954	12,888	12,673	15.3	15.4	18.4	17.8	52.6	62.4	62.3
Nov.	33,469	24,791	20,614	27.9	24.9	19.5	17.9	45.2	48.6	59.7
Dec.	48,925	42,444	40,586	41.5	40.8	22.4	21.4	43.4	49.4	55.8
Oct.-Dec.	105,348	80,123	73,873	---	---	---	---	---	---	---
Jan.	48,506	27,332	42,660	31.8	39.2	18.8	23.3	45.9	67.3	57.5
Feb.	48,592	25,296	43,928	29.5	39.5	18.7	23.8	49.6	72.9	57.4
Mar.	42,941	20,699	41,937	25.6	38.0	17.7	23.7	51.8	74.6	57.6
Jan.-Mar.	140,039	73,327	128,525	---	---	---	---	---	---	---
Apr.	35,817	18,016	35,406	22.5	32.7	17.5	23.1	53.7	77.4	61.2
May	29,927	16,790	28,964	20.8	28.1	17.6	22.0	51.3	75.3	58.3
June	21,441	13,997		17.4		17.5		54.2	68.6	
Apr.-June	87,185	48,803		---		---		---		
July	14,214	12,232		14.3		18.5		54.6	61.0	
Aug.	11,182	10,091		11.7		18.7		56.5	61.8	
Sept.	12,916	11,491		13.5		18.5		54.1	58.3	
July-Sept.	38,312	33,814		---		---		---		
Season	370,884	236,067		---		---		49.7	63.5	

Table 13.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Grape-fruit	Grape-fruit	Cents	Cents	Cents
Oct.	7,632	5,796	6,410	17.1	19.2	7.4	7.2	93.0	96.5	117.3
Nov.	10,234	10,570	10,203	24.7	23.4	9.4	9.4	86.1	87.4	110.4
Dec.	11,023	11,349	10,760	23.7	23.5	10.5	9.8	83.4	88.4	109.5
Oct.-Dec.	28,889	27,715	27,373	---	---	---	---	---	---	---
Jan.	13,533	9,217	12,880	21.2	27.1	9.5	10.2	83.9	106.2	110.7
Feb.	14,486	10,191	13,057	22.6	26.8	9.9	10.5	82.6	106.8	110.8
Mar.	14,106	9,963	12,027	21.8	25.5	10.0	10.1	85.2	108.6	117.2
Jan.-Mar.	42,125	29,371	37,964	---	---	---	---	---	---	---
Apr.	11,086	8,933	8,375	19.4	19.1	10.0	9.4	94.1	115.6	137.0
May	6,769	5,946	4,370	15.0	11.8	8.6	7.9	107.3	133.2	154.2
June	3,422	2,663		8.7		6.7		116.3	163.5	
Apr.-June	21,277	17,542		---		---		---		
July	1,669	765		3.2		5.3		119.4	167.4	
Aug.	1,221	466		2.2		4.7		126.8	166.2	
Sept.	1,156	836		3.9		4.6		129.7	136.9	
July-Sept.	4,046	2,067		---		---		---		
Season	96,337	76,695		---		---		90.5	107.1	

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 14.--Total consumer purchases of orange and grapefruit juices, other juices, and fruit drinks, equivalent single-strength basis, October 1961 to date 1/

Period 2/	Orange and grapefruit juices 3/			Other juices 4/			Canned single-strength fruit drinks			Total juices and canned single-strength fruit drinks			Frozen concentrated: fruit drinks			Total		
	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64
	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases
Monthly																		
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,304	4,630	18,055	19,475	17,053	1,974	1,974	1,974	19,027		
November	8,276	10,110	5,504	5,696	5,949	6,338	2,736	2,905	3,990	16,708	18,964	15,832	1,407	1,407	1,407	17,239		
December	8,877	10,903	5,486	5,825	5,684	6,270	2,702	2,859	4,224	17,404	19,446	15,980	1,201	1,201	1,201	17,181		
Oct.-Dec.	26,087	31,333	16,537	17,541	17,484	19,484	8,539	9,068	12,844	52,167	57,885	48,865	4,582	4,582	4,582	53,447		
January	10,105	8,363	5,706	6,302	7,250	7,124	3,523	4,176	5,094	19,930	19,789	17,924	1,553	1,553	1,553	19,477		
February	10,146	8,132	5,664	6,246	7,865	7,221	3,505	4,594	5,624	19,897	20,591	18,509	1,448	1,448	1,448	19,957		
March	10,109	8,192	5,739	6,350	8,272	6,925	3,601	4,703	5,471	20,060	21,167	18,135	1,480	1,480	1,480	19,615		
Jan.-March	30,360	24,687	17,109	18,898	23,397	21,270	10,629	13,473	16,189	59,887	61,547	54,568	4,481	4,481	4,481	59,049		
April	9,766	6,547	5,979	6,073	7,730	6,891	3,708	5,075	5,957	19,547	19,352	18,827	2,018*	2,018*	2,018*	20,845*		
May	9,539	5,962	5,842	6,172	7,641	6,383	4,000	5,169	6,213	19,711	18,772	18,438	4,393	4,393	4,393	22,831		
June	9,214	5,526	5,286	5,684	6,985	6,085	4,023	5,035	5,935	18,921	17,546	17,546						
Apr.-June	28,519	18,035	17,109	17,929	22,356	19,959	11,731	15,279	17,905	58,179	55,670	54,921						
July	8,639	5,354	5,354	5,534	6,384	5,534	4,054	5,600		18,227	17,338	17,338						
August	8,963	5,120	5,120	5,187	6,424	5,187	3,506	5,241		17,656	16,785	16,785						
September	9,841	5,438	5,438	5,411	6,354	5,411	3,383	4,509		18,635	16,301	16,301						
July-Sept.	27,443	15,912	15,912	16,132	19,162	16,132	10,943	15,350		54,518	50,424	50,424						
Cumulative																		
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,304	4,630	18,055	19,475	17,053	1,974	1,974	1,974	19,027		
November	17,210	20,430	11,051	11,716	11,800	13,214	5,837	6,209	8,620	34,763	38,439	32,885	3,381	3,381	3,381	36,266		
December	26,087	31,333	16,537	17,541	17,484	19,484	8,539	9,068	12,844	52,167	57,885	48,865	4,582	4,582	4,582	53,447		
January	36,192	39,696	22,243	23,843	24,734	26,608	12,062	13,244	17,938	72,097	77,674	66,789	6,135	6,135	6,135	72,924		
February	46,338	47,828	27,907	30,089	32,599	33,829	15,567	17,838	23,562	91,994	98,265	85,298	7,583	7,583	7,583	92,881		
March	56,447	56,020	33,646	36,439	40,871	40,754	19,168	22,541	29,033	112,054	119,432	103,433	9,063	9,063	9,063	112,496		
April	66,213	62,567	39,625	42,512	48,601	47,645	22,876	27,616	34,990	131,601	138,784	122,260	11,081*	11,081*	11,081*	133,341*		
May	75,752	68,529	45,467	48,684	56,242	54,028	26,876	32,785	41,203	151,312	157,556	140,698	15,474	15,474	15,474	156,172		
June	84,966	74,055		54,368	63,227		30,999	37,820		170,233	175,102							
July	93,605	79,409		59,902	69,611		34,953	43,420		188,460	192,440							
August	102,568	84,529		65,089	76,035		38,459	48,661		206,116	209,225							
September	112,409	89,967		70,500	82,389		41,842	53,170		224,751	225,526							

1/ Frozen concentrated juices and orange drink converted to single-strength equivalent at 4 to 1; other frozen concentrated fruit drinks, marketed at various concentrations, at 4.7 to 1. The latter is an approximation, as the product mix, which may vary by months, is not available. 2/ 4-weeks (28-days) per month; 48 weeks per season. 3/ Frozen concentrated, chilled and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes citrus blends. 4/ All other frozen concentrated and canned single-strength juices, including citrus blends. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

\* Revised.



Table 15.--Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1962 to date 1/

Month and year 2/	Frozen concentrated 3/					Chilled orange juice	Canned single-strength juices					Canned single- strength fruit drinks	Average 5/
	Juices						Orange Grapefruit Prune Other 4/						
	Orange	Other 4/	Average	Orange	Other 4/		Average	Orange	Grapefruit	Prune	Other 4/		
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1962-63													
October	4.0	4.6	4.0	---	7.0	4.6	3.5	7.9	3.9	4.3	4.0	(4.3)	
November	4.0	4.6	4.0	---	6.8	4.7	3.5	8.0	3.9	4.3	4.1	(4.3)	
December	3.9	4.5	4.0	---	6.8	4.4	3.4	8.0	4.0	4.4	4.2	(4.3)	
January	5.3	4.6	5.2	---	7.5	4.8	3.9	8.0	3.9	4.4	4.0	(4.7)	
February	5.6	4.8	5.5	---	7.8	5.5	4.4	8.0	3.9	4.4	4.0	(4.9)	
March	5.8	4.8	5.6	---	8.0	5.7	4.6	8.1	3.9	4.5	4.0	(4.9)	
April	6.4	4.8	6.0	4.4	8.3	5.9	4.7	7.9	4.0	4.6	4.0	4.8	
May	6.9	4.8	6.4	4.1	8.4	6.1	4.8	7.7	3.9	4.5	4.0	4.7	
June	7.0	5.1	6.5	4.1	8.7	6.1	4.8	8.0	4.0	4.6	4.1	4.6	
July	7.0	5.1	6.6	3.6	8.9	6.2	4.8	7.9	4.1	4.7	4.1	4.5	
August	7.1	5.2	6.6	3.8	8.9	6.3	4.9	7.8	4.1	4.7	4.1	4.6	
September	7.0	5.2	6.6	4.0	8.9	6.4	5.0	7.8	4.1	4.7	4.2	4.9	
Season	5.4	4.8	5.3	---	7.9	5.4	4.3	7.9	4.0	4.5	4.1	(4.6)	
1963-64													
October	6.9	5.2	6.5	4.2	8.9	6.5	4.9	7.6	4.0	4.6	4.2	5.0	
November	6.8	5.3	6.5	4.4	9.1	6.7	5.0	7.9	4.1	4.8	4.2	5.2	
December	7.0	5.4	6.6	4.5	9.0	7.0	5.0	7.8	4.1	4.8	4.3	5.2	
January	6.8	5.3	6.5	4.4	9.0	7.3	5.1	7.6	4.2	4.9	4.2	5.2	
February	6.8	5.2	6.5	4.4	9.0	7.2	5.0	7.6	4.1	4.8	4.2	5.1	
March	6.8	5.4	6.6	4.4	9.0	7.6	5.3	7.6	4.2	4.9	4.2	5.2	
April	6.8	5.3	6.4	4.4	8.7	7.5	5.6	7.6	4.3	5.0	4.1	5.1	
May	6.4	5.4	6.2	4.1	8.9	7.5	5.5	7.7	4.3	5.0	4.1	4.7	
June													
July													
August													
September													
Season													

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ 4-weeks (28-days) per month; 48-weeks per season. 3/ Frozen concentrated juices and orange drink converted to ready-to-drink basis at 4 to 1; other frozen concentrated fruit drinks at 4.7 to 1. See table 14. 4/ Includes citrus blends. 5/ Data for frozen concentrated fruit drinks not available October-March, 1962-63; hence, prices in parentheses are not comparable with subsequent periods.



Table 16.--Average expenditures per buying family for citrus fruit, juices, drinks, and other products, October 1962 to date 1/

Month and year 2/	Frozen concentrated Orange : Orange juice : drink		Chilled orange juice	Canned single-strength juices			Canned single-strength fruit drinks	Canned grapefruit sections	Chilled citrus salads	Fresh oranges	Fresh grapefruit
	Orange : Grapefruit : Prune : All 3/										
	Dols.	Dols.		Dols.	Dols.	Dols.					
1962-63											
October	1.32	---	1.30	.73	.60	.99	.92	.69	.83	.96	.60
November	1.32	---	1.21	.70	.60	.99	.89	.65	.90	.79	.68
December	1.35	---	1.26	.68	.64	1.07	.88	.69	.88	.92	.77
January	1.49	---	1.31	.74	.63	1.02	.95	.70	.86	1.05	.84
February	1.53	---	1.37	.73	.68	.98	.98	.75	1.00	1.14	.88
March	1.55	---	1.45	.89	.75	.98	1.05	.69	.96	1.10	.90
April	1.61	.88	1.47	.83	.78	.96	1.00	.69	1.11	1.13	.96
May	1.66	.69	1.41	.91	.78	.95	.98	.73	1.04	1.10	.95
June	1.72	.69	1.41	.88	.76	.96	.98	.78	1.07	1.00	.91
July	1.71	.70	1.40	.80	.80	.97	.94	.79	.94	.94	.74
August	1.70	.71	1.46	.83	.85	.97	.97	.81	1.16	.96	.65
September	1.72	.79	1.47	.86	.78	.96	.99	.86	1.17	.90	.52
1963-64											
October	1.68	.86	1.44	.86	.80	.99	.99	.83	1.07	.92	.70
November	1.69	.80	1.55	.94	.81	1.00	.94	.75	1.02	.89	.86
December	1.69	.83	1.49	.92	.79	.97	.95	.69	1.01	1.00	.89
January	1.64	.79	1.37	.97	.84	1.00	.99	.77	1.06	1.12	.94
February	1.66	.81	1.48	.93	.84	1.00	.99	.86	1.17	1.14	.98
March	1.75	.82	1.48	1.00	.82	.93	.96	.71	.98	1.14	.98
April	1.78	.86*	1.42	.97	.83	1.00	1.00	.77	1.20	1.18	1.07
May	1.68	.79	1.53	.92	.82	.97	.98	.78	.88	1.07	1.02
June											
July											
August											
September											

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; canned single-strength fruit drinks and juices other than prune, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. 3/ Includes the detailed as well as all other canned juices. \*Revised

Table 17.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1962 to date <sup>1/</sup>

Month and year 2/	Frozen concentrated juices		Frozen concentrated fruit drinks		Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Canned grape- fruit sections	Chilled citrus salads and sections	Fresh oranges	Fresh grape- fruit	Total 4/		
	Orange		Other 3/			Orange		Prune								Other 3/	
	dols.	dols.	dols.	dols.		dols.	dols.	dols.	dols.							dols.	dols.
1962-63	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	dols.	
Oct.	22,790	2,621	---	---	4,228	2,497	1,911	3,751	12,290	9,528	1,719	784	8,042	5,593	(75,754)		
Nov.	22,621	2,496	---	---	4,093	2,276	1,767	3,741	12,724	8,644	1,158	971	12,048	9,238	(81,777)		
Dec.	24,165	2,581	---	---	4,359	2,232	1,897	3,675	12,097	8,533	1,224	813	20,967	10,033	(92,576)		
Jan.	23,020	3,987	---	---	4,591	2,670	2,018	3,995	14,954	11,915	1,457	765	18,394	9,788	(97,554)		
Feb.	24,024	4,386	---	---	4,905	2,669	2,120	4,098	16,439	13,328	1,573	834	18,441	10,884	(103,701)		
March	24,029	4,507	---	---	5,083	3,362	2,413	4,193	17,613	13,661	1,505	830	15,441	10,820	(103,457)		
April	20,596	4,755	1,597	2,760	4,507	2,606	2,240	4,277	16,072	14,724	1,272	852	13,944	10,327	100,529		
May	19,905	4,999	1,841	5,025	4,298	2,662	2,129	3,893	15,635	15,042	1,592	793	12,643	7,920	98,377		
June	18,201	4,222	2,119	7,605	4,192	2,479	2,271	3,772	14,956	14,796	1,639	557	9,602	4,354	90,765		
July	18,277	3,911	2,190	9,420	4,005	2,092	2,272	3,392	13,918	16,377	1,512	465	7,462	1,281	86,574		
Aug.	17,633	3,832	2,370	7,441	3,970	1,918	2,146	3,656	14,013	15,484	1,375	443	6,236	774	81,291		
Sept.	19,246	3,683	2,204	4,249	3,707	2,177	2,054	3,532	14,137	13,595	1,566	393	6,699	1,144	78,386		
Season	254,507	45,980	(12,321)	(36,500)	51,938	29,640	25,238	45,975	174,848	155,627	17,592	8,500	149,919	82,156	(1,090,741)		
1963-64																	
Oct.	19,134	4,116	2,103	2,602	4,056	2,145	2,207	4,026	14,487	13,914	1,482	605	7,895	7,519	86,291		
Nov.	19,073	3,858	1,680	1,874	4,024	2,201	2,041	4,014	13,664	12,066	1,193	706	12,307	11,264	89,965		
Dec.	19,215	3,310	1,398	1,593	4,035	2,269	2,072	3,965	14,051	13,011	919	633	22,647	11,782	100,900		
Jan.	19,790	4,458	2,155	1,913	4,209	2,382	2,101	4,703	15,345	15,356	1,323	676	24,530	14,258	113,199		
Feb.	19,190	4,511	2,153	1,689	4,675	2,159	2,300	4,855	15,350	16,954	1,317	761	25,215	14,467	115,596		
March	20,423	4,350	1,733	2,007	4,379	2,066	2,078	4,505	14,925	16,493	1,172	668	24,156	14,096	113,051		
April	21,018	4,960	2,408*	2,534	4,969	2,173	1,853	4,550	14,793	17,790	1,356	834	21,668	11,474	112,380*		
May	19,584	3,798	2,207	6,260	4,863	1,971	1,932	4,073	14,423	18,496	1,484	1,009	16,886	6,739	103,725		
June																	
July																	
Aug.																	
Sept.																	
Season																	

<sup>1/</sup> Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; all other juices and drinks, 46-ounce; canned grapefruit sections, 16-ounce, and per dozen oranges and grapefruit.  
<sup>2/</sup> 4 weeks (28-days) per month; 48-weeks per season. <sup>3/</sup> Includes citrus blends. <sup>4/</sup> Data for frozen concentrated fruit drinks not available October-March 1962-63; hence, expenditures in parentheses not comparable with subsequent periods.  
\*Revised.



Table 18.--SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for citrus fruit, juices, drinks, and other products, May 1963 and 1964 1/

Product	Total consumer purchases				Proportion of families buying			Purchases per buying family						Average prices paid	
	Volume		Share of market					Number		Average each purchase		Quantity per month			
	May 1963	May 1964	Change	1963	May 1963	May 1964	May 1964	May 1963	May 1964	May 1963	May 1964	May 1963	May 1964	Unit	May 1963 : 1964
FROZEN CONCENTRATED JUICES:	1,000	1,000			Pct.	Pct.		No.	No.	Ozs.	Ozs.	Ozs.	Ozs.	Ozs.	Cents
Orange	3,393	3,572	+ 5	18.1	18.5	21.7	20.5	2.0	2.0	18.2	20.3	36.3	39.3	6	27.5
Other	1,208	828	-32	6.5	4.3	---	6.6	---	1.7	18.3	16.3	---	28.5	6	19.4
Total	4,601	4,400	- 4	24.6	22.8	---	---	---	---	---	---	---	---	*	6.4
FROZEN CONC. FRUIT DRINKS:															
Orange	523	627	+20	2.8	3.3	4.8	5.0	1.2	1.5	20.2	19.6	25.2	28.8	6	16.5
Other	1,996	2,620	+31	12.5	16.0	---	14.5	---	1.8	---	23.0	---	40.4	6	11.8
Total	2,519	3,247	+29	15.3	19.3	---	---	---	---	---	---	---	---	*	2.8
CHILLED ORANGE JUICE	2,393	2,565	+ 7	3.2	3.3	5.5	5.6	2.5	2.5	40.6	41.6	100.4	103.0	32	44.9
														*	8.4
CANNED SINGLE-STRENGTH JUICES:	1,000	1,000													
Orange	611	365	-40	2.8	1.6	5.3	3.8	1.7	1.7	52.4	43.9	90.4	73.5	46	46.4
Grapefruit	621	484	-22	2.8	2.1	5.0	4.2	1.6	1.6	62.7	57.2	97.8	88.8	46	36.5
Prunes	700	734	+ 5	3.2	3.2	7.4	7.4	1.7	1.8	42.9	42.2	74.1	75.8	32	41.2
Other	5,510	4,668	-15	24.8	20.5	---	34.4	---	2.0	---	51.1	---	103.8	46	30.2
Total	7,442	6,251	-16	33.6	27.4	44.9	40.4	2.4	2.4	54.6	49.8	130.0	117.8	46	34.8
CANNED SINGLE-STRENGTH FRUIT DRINKS															
Orange	5,169	6,213	+20	23.3	27.2	26.5	29.1	2.0	2.2	75.0	75.0	152.8	165.2	46	31.0
Total	22,172	22,831	+ 3	100.0	100.0	---	---	---	---	---	---	---	---	*	4.0
CANNED GRAPEFRUIT SECTIONS	223	176	-21	---	---	3.9	3.4	1.4	1.4	34.8	32.6	49.2	44.3	16	23.8
CHILLED CITRUS SALADS	1,000	1,000													
Orange	258	338	+31	---	---	1.4	2.1	1.5	1.4	28.3	26.7	43.2	37.6	32	76.8
FRESH CITRUS FRUIT:	1,000	1,000													
Oranges	16,790	28,964	+73	---	---	20.8	28.1	1.8	1.8	10.0	11.9	17.6	22.0	1	75.3
Grapefruit	5,946	4,370	-27	---	---	15.0	11.8	1.9	1.9	4.4	4.2	8.6	7.9	1	133.2

1/ Data are for 4-week (28-day) periods. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections.  
3/ Frozen concentrated juices and frozen concentrated orange drink converted to ready-to-drink at 4 to 1; other frozen concentrated fruit drinks, at 4.7 to 1. The latter is an approximation since quantities marketed by concentration are not known. \*Per 6-ounce serving.



## CONSUMER PURCHASES OF CITRUS AND OTHER PRODUCTS

Equivalent Single-Strength Cases of 24 No. 2's, and Dozens of Fresh Fruit

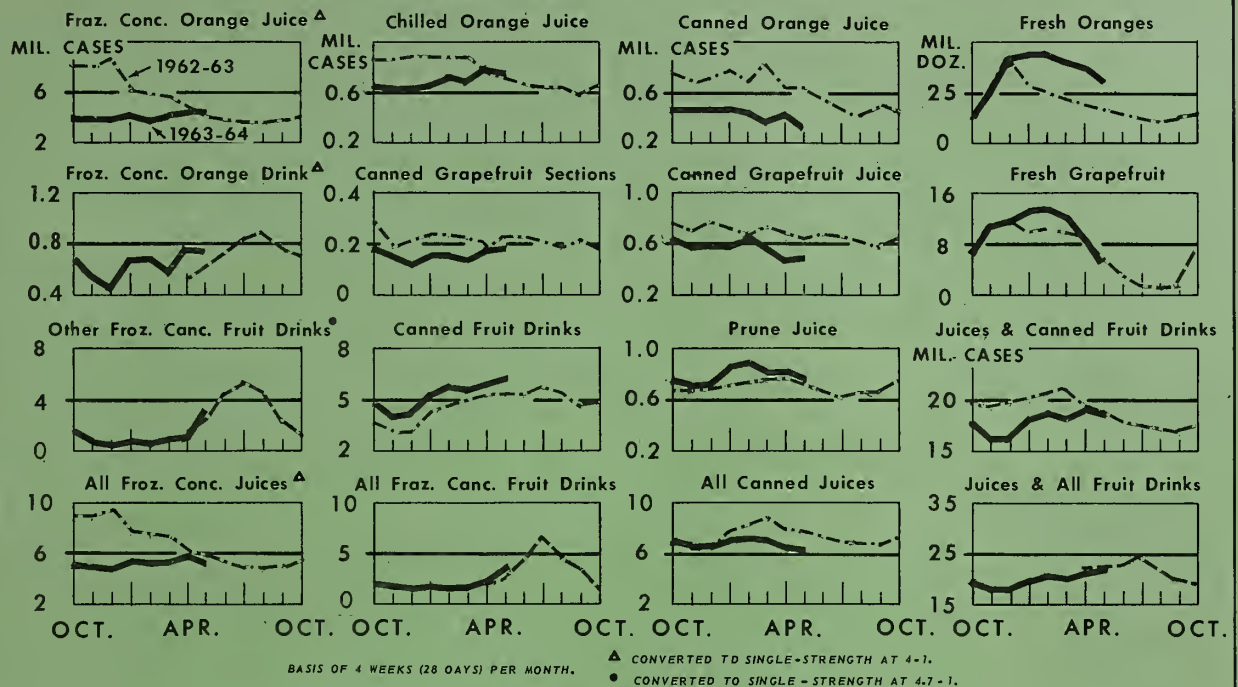


Figure 7

U. S. DEPARTMENT OF AGRICULTURE

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## PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

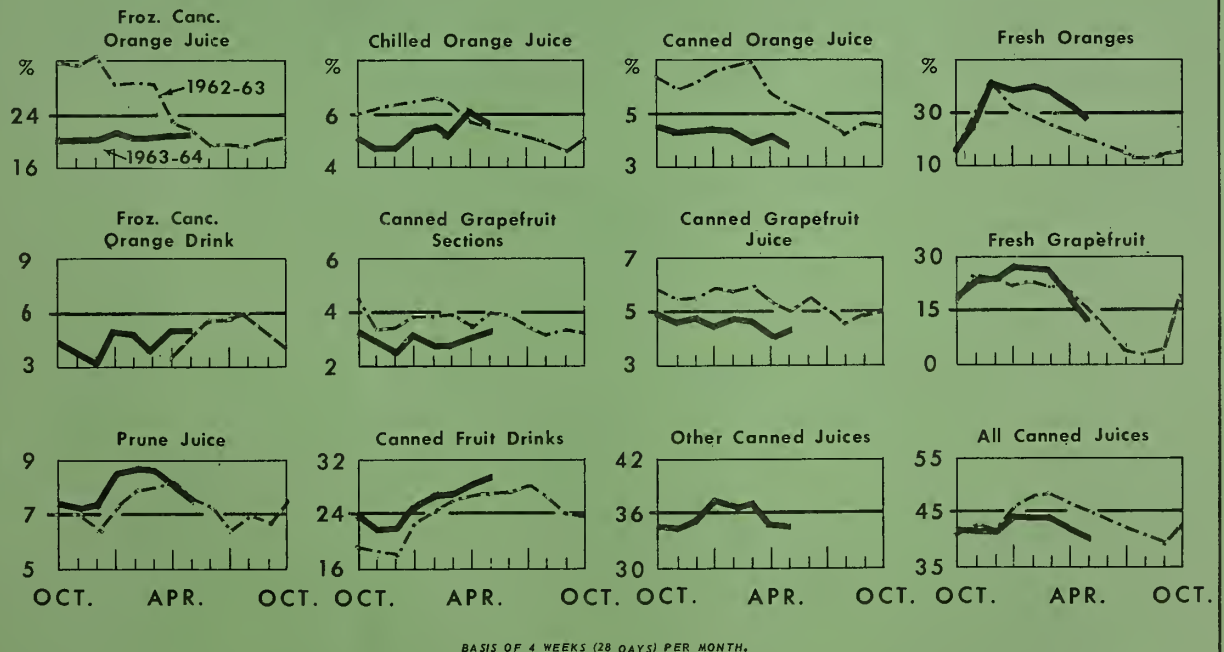


Figure 8

U. S. DEPARTMENT OF AGRICULTURE

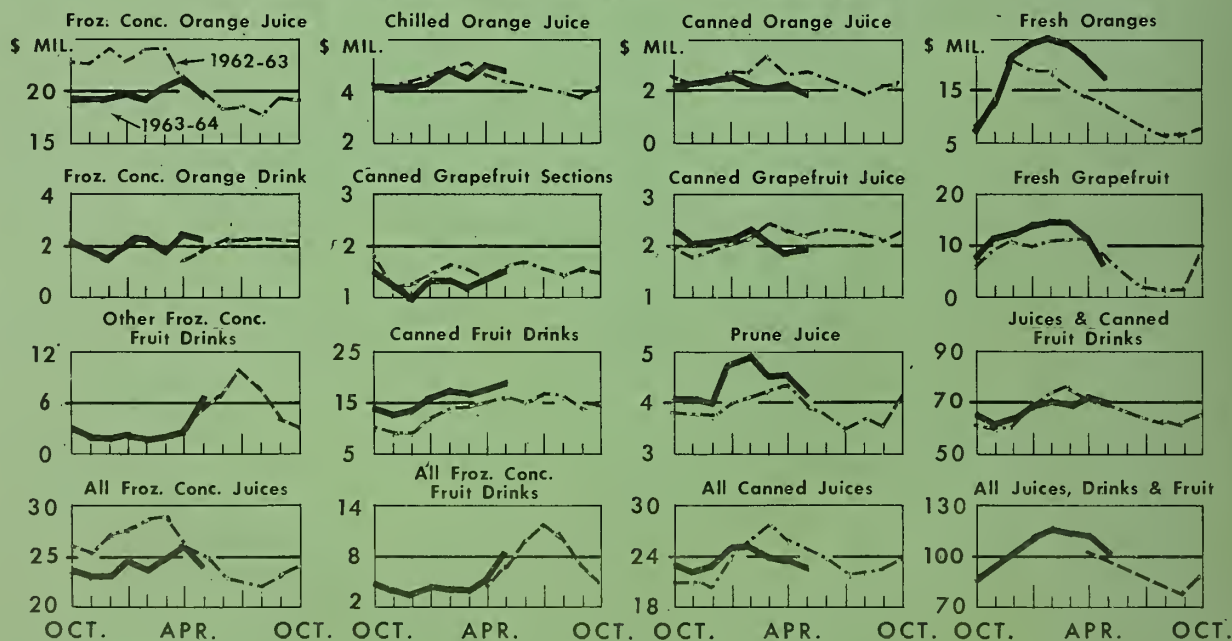
NEG. ERS 2570 ECONOMIC RESEARCH SERVICE

Washington D. C. 20250

Official Business

## CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS

Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 9